

X. Media Regions

When planning your distribution strategy for your media materials, keep the appropriate media markets in mind to ensure that your materials are being directed to those media outlets who are likely to cover your story or issue. For example, if you're conducting your local grant launch in Bakersfield, it would not be appropriate to send materials to the Sacramento media market, unless there are statewide implications or a link to the Sacramento community. Likewise, if your event is being held in San Diego, it would be appropriate to include outlying areas, such as Chula Vista, Kearny Mesa and La Jolla on your distribution list. These media markets also include outlying areas. Be sure to include ethnic media on your distribution list as well.

California has five top media markets:

- Bay Area
- Fresno
- Los Angeles
- Sacramento
- San Diego

Secondary markets include:

- Bakersfield
- Chico
- Inland Empire
- Monterey/Salinas
- Redding
- Santa Barbara

A thorough and current list of media contacts is crucial to any organization, particularly during a media campaign period. There are a number of resources available to assist in the development of a media list. Some examples include:

- Bacon's Media Source, (800) 588-3827
- Burrelle's Media Service, (800) 631-1160
- Media Map, (650) 286-9200
- The Yellow Pages

Again, be sure not to neglect media outlets at the local level. In addition to the areas noted above, each community usually has a daily or weekly newspaper that may overlap with other areas. In addition to the major TV network affiliates (ABC, NBC, CBS, FOX, UPN, Univision, etc.), check out your local cable and public access stations. College radio stations and newspapers are also a great way to reach young people.

By developing a comprehensive media list for your area, you'll help create a foundation for your future media efforts. Remember, the media cannot cover your event or program if they don't know about it.